PARADE OF HOMES℠

MARKETING FORM

Let us know if you are interested in participating in any of our free marketing opportunities. We understand you may not have all the details worked out on your model home yet, so even if you're not sure, please check any that you may want to include and we'll be in touch!

To ensure consideration, please complete this form by November 23rd.

For Help
Parade of Homes Team
651-697-1954

PLEASE CHECK ONE FOR EACH MARKETING CATEGORY

1 FREE	**Green Path Energy Tour** *Your home must be tested by a RESNET rater to qualify*	❑ *I plan to be tested, please contact me*	❑ *Not interested*
2 FREE	**Real Family Feature Editorial** *Let us tell their story to our readers*	❑ *I have a buyer to submit, please contact me*	❑ *Not interested*
3 FREE	**BATC Foundation Dream Home** *Minimum sales price is $1.5 million.* ***EARLY DEADLINE NOVEMBER 9TH.***	❑ *I would like to be considered, please contact me*	❑ *Not interested*
4 FREE	**Events Calendar *(Guidebook & Online)*** *Open for any events you host at your Parade Home℠ during the tour.*	❑ *I plan on holding events, please contact me*	❑ *Not interested*
5 FREE	**Personal Designer Home Visualizer** *One free exterior (photo or illustration)*	❑ *Yes, please contact me*	❑ *Not interested*
6 FREE	**Photos for Parade Social Media** *Send us your favorite photos of your project and we'll share them with our members.*	❑ *I plan to upload photos at www.BATC.org*	❑ *Not interested*

CONTACT INFO

Company Name: _____

Contact Person: _____

Phone: _____ Email: _____

Address of Home / Entry: _____

_____

(Details and individual marketing forms due by November 30th.)

Builders Association of the Twin Cities
ATTN: Parade of Homes
2960 Centre Pointe Drive, Roseville, MN 55113

Phone: 651-697-1954
Email: casey@batc.org
FAX: 651-697-7575

RETURN THIS MARKETING FORM BY NOVEMBER 23RD, 2015!

[FREE MARKETING]

GREEN PATH ENERGY EFFICIENT HOME TOUR

Once again, Xcel Energy is sponsoring this energy-centric "mini-tour" of homes within the Parade of Homes. To participate, your home must be energy-tested by a Certified RESNET tester. As an added bonus, your home will receive a MN Green Path energy-tested Home Performance Report (HPR).

Besides additional exposure during the Parade of Homes, you'll have a great sales tool for your home, as you can show your prospects an easy and understandable measurement of a home's energy performance, with third-party credibility. Minnesota homes already test 20 percent better than the national average for new homes and way better than existing homes — both graphically shown on the HPR.

Even better, both Xcel and CenterPoint Energy have programs that subsidize the cost of testing. **You must complete all required inspections to earn the subsidy.**

☐ **Yes.** I will have my Parade Home tested by a certified RESNET Tester, please enter me in the Green Path Energy Efficient Home Tour.

Company Name: _____

Contact Name: _____

Contact Phone, Email: _____

RESNET Rater Company Name: _____

Entry Address(es): _____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Please list additional homes and attach.

If you need a list of area RESNET testers, please contact Mary Schweich, mary@batc.org or 651-697-7572.

Spring 2015 Guidebook

Submit Entry Form by November 30, 2015

Questions?
Wendy Danks at 651-697-7565
wendy@batc.org

Parade of Homes

Feb. 20 - Mar. 20, 2016

[FREE MARKETING]

REAL FAMILY FEATURE EDITORIAL

We will be selecting ONE real family to feature in our 2016 Spring Parade of Homes Guidebook. The family must be willing to share their home building/buying experience in editorial, and share a family photo. (Last names will not be used unless the buyer so wishes.) Builders will be asked to supply photos of the home.

You may enter as many families as you like, however please contact them first to confirm their willingness to participate. Preference will be given to families whose homes are completed by Nov. 30, 2015.

Requirements:

- ✓ Home buyers must have purchased a new home from you within the past two years (2013-2015). **Home does NOT have to be on the Spring Parade of Homes.**
- ✓ **Home buyers must agree to be interviewed and supply a family photo to appear in our guidebook (last names will not be used).**

Submissions must be received by November 30th and include a photo of the submitted family.

Builder Co. Name: _____

Builder Contact Name: _____

Contact Phone: _____ Email: _____

Buyer Contact Name: _____

Buyer Contact Phone: _____ Email: _____

Buyer Information

Family description (# adults, # kids (with ages), others living in household):

_____

Special interests/lifestyle relative to their new home:

_____

Home Information

Is this home entered in the 2016 Spring Parade of Homes? Y/N _____

Home Style (Single Family/Condo/Townhome): _____

City: _____ Approx. Price: _____

Custom Designed for Buyer Y/N _____ Purchased Spec Home Y/N _____

When was/will this home be complete & family moved in? _____

Please attach additional information on a separate page, and family photo.

Feel free to attach additional information and photos.

Questions?
Wendy Danks at 651-697-7565
wendy@batc.org

Parade of Homes®

Feb. 20 - Mar. 20, 2016

[FREE MARKETING]

ARTISAN DREAM HOME

Is your home amazing and of artisan quality? Then you could qualify to become one of our exclusive Artisan Dream Homes *(yes, we're adding our Artisan branding to our traditional Dream Homes)*. A selected Artisan Dream Home will receive additional exposure during the tour, and requires a $5 donation to the BATC Foundation, collected at the door by Foundation staff and used to help continue their good works.

#268 | DREAM HOME

Ridge Creek Custom Homes has a 20-year history combining innovative design and superlative craftsmanship with a warm, hands-on approach that makes referrals the core of their business.

CALHOUN CONTEMPORARY

RIDGE CREEK CUSTOM HOMES
3748 Calhoun Parkway West, Minneapolis
$1,849,411

Sleek modern lines, grand views of Lake Calhoun, and an accomplished eye to detail combine to create an unforgettable Dream Home. With every space in perfect alignment for comfort as well as beauty, you won't want to miss this perfect urban residence.

- Three bedrooms, four baths, 2,855 square feet, two story.
- A truly modern exterior balances angular styling, cedar, stucco, brick and LP with a welcoming color palette that simply sings.
- Extravagant, floor-to-ceiling windows flood this contemporary beauty with natural light and gorgeous lake views.
- Just outside the walk-up wet bar, a covered deck with gas fireplace expands main-level living to the outdoors.
- Another deck, this one at rooftop, will become the family's favorite retreat.
- Stylish built-ins, skylights, brick wall, cumaru floors and an amazing floating wood stairwell are just a taste of the features you'll fall for.
- Upstairs, the owners' suite is a dream, with a window wall, steam shower, heated floors, even a backlit wall to create a romantic ambiance.
- Entertaining expands from main to the lower level gracefully, warmed by heated floors and second wet bar in the recreation room.

BATC Foundation

TOUR THIS HOME! Your $5 admission helps the BATC Foundation continue their efforts building and remodeling homes for area families in need. **Directions to home:** From Hwy. 100 head West on Excelsior Boulevard; turn right (South) on Lake Calhoun Parkway at stop light; follow to home on the south side of Lake Calhoun.

Requirements:

- Home has never been in any Parade of Homes℠ or other tour event.
- Selected Dream Home will be charged the standard Parade of Homes entry fee.
- Home must be complete and ready to open the first day of the Parade of Homes, and remain open during the entire event.
- Home must be fully furnished.
- The Dream Home will receive additional public relations and editorial support.
- Preference will be given to a builder who has not been selected before.
- Selection of Dream Home will be at the sole discretion of the BATC Foundation Dream Home representatives (price/location/size/style/parking opportunities, etc., will be considered).
- Potential for significant traffic and revenue is important and will be factored in. The Dream Homes are the Foundation's biggest fundraiser.
- Dream Home will be numbered, and the specially designed "builder strip" ad will appear in the correct geographic location within the guidebook.
- Dream Home will also receive a one-page editorial description with photo or illustration in the Guidebook.
- Price of home must be at least $1,200,000 structure only / $250 per sq. ft.
- Price of admission will be $5. The Foundation will provide staffing for collection of entry fees, all materials and signage. Builder must provide a table and chair inside the home, near front entry for collection.
- A BATC Foundation sign will be prominently displayed in the home promoting the Foundation's current projects and information regarding the Foundation.
- Participating builders will be required to sign an additional participation agreement and may face penalties for violations of the agreement.

BATC Foundation
Building Heart in Housing

To be considered, complete and return this form by November 9, 2015:

☐ Yes, I'm interested in being the BATC Foundation Dream Home for the 2016 Spring Parade of Homes.

☐ Maybe—please contact me with more information.

Company name _____

Contact name _____

Phone _____

Email _____

Address of Home _____

Estimated completion date of home _____

Estimated price of home _____

Is this a MN Green Path certified home? _____

Please attach a brief description of this home. **(Mandatory)**

Submit form and description to Wendy by November 9th.

Questions?
Perri at 651-697-7563
perri@batc.org

Parade of Homes®

Feb. 20 - Mar. 20, 2016

[FREE MARKETING]

EVENTS CALENDAR

Are you planning to host any special events at your Parade Home℠ during regular Parade of Homes℠ hours? Let us help promote them in the Guidebook and online!

Complete the form below to have your events included in our Spring Event Calendar. Whether it's a free seminar or a charity promotion, if it's open to the public, and held during the Parade of Homes regular hours, we want to help drive traffic!

Company name: _____

Contact name: _____

Phone: _____

Email: _____

If you plan to have an event(s) during the tour, but do not have details yet, just complete as much info as possible. BATC will contact you for details before deadline.

☐ **Please contact me early January for details.**

Event #1 Description:

Parade Home location (address & city): _____

Date: _____

Time: _____

About the event: _____

_____

_____

Event #2 Description:

Parade Home location (address & city): _____

Date: _____

Time: _____

About the event: _____

_____

_____

(Please attach additional events on separate page.)

Submit form to Katy by November 30th.

Event Details due by January 6th.

Questions?
Katy at 651-697-7594
katy@batc.org

Parade of Homes

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[FREE MARKETING]

RECEIVE A FREE INTERACTIVE PERSONAL DESIGNER HOME VISUALIZER

6-10 Minutes
Average time spent by leads using your Personal Designer Home Visualizers from the past Spring Parade and on builder websites

Incredible…
The amount of time spent on Personal Designer Home Visualizer links posted to web-sites and social media. Contact us for more information on how to post your links and how to capture these leads!

PLEASE NOTE: You must complete this form even if your entry already has a Personal Designer Home Visualizer to ensure it will appear with your entry at ParadeofHomes.org.

Customize your Model Home Entry with a 'Personal Designer Home Visualizer'

Ensure your model home will be interactive on the Parade of Homes website and included in the Searchable Features 365 days each year!

Every entry into the Spring 2016 Parade of Homes is eligible for a complimentary 'Personal Designer Home Visualizer' allowing web visitors to interact with colors and finishes on the exterior photo you submit of your model home(s) with a click of the mouse.
(One complimentary exterior interactive photo or line drawing per model for Parade of Homes Spring 2016)

For examples please visit the following link: http://www.yourpersonaldesigner.com/examples
Parade of Homes Personal Designers are displayed on a clickable map by development, accessible from the Personal Designer home page button at ParadeofHomes.org.

NOTE: We will use your exterior illustration or photo submitted with your entry unless you submit a separate photo.

☐ **Yes.**
I definitely want my complimentary Personal Designer Home Visualizer.

☐ **I want to use a different graphic.**
Please send me the submission link for this event via email so I can upload my photo or line drawing into the system.

Builder Marketing Rep Name: _____

Listing Agent (if applicable): _____

Email: _____

Phone: _____

Multiple Entries?
How many Personal Designers will you want? _____

☐ **Contact Us.**
I am interested in learning more about:

- ☐ Digital visitor log and survey data for each lead
- ☐ Tracking individual lead's engagement and preferences
- ☐ Adding interior rooms
- ☐ Customizing your selections available for use within the home visualizer
- ☐ SpaceCrafting Photography pricing

This Lennar home from Fall 2014 Parade of Homes had **80 INTERACTIVE VISITS** to their Personal Designer in **2 months**

Questions?
Justin Spoelstra,
justin@yourpersonaldesigner.com
612-701-6500

Parade of Homes

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